

CHECKUP

JUNE 2004



Find Andy Hyduke in this puzzle and you could win a prize. Turn to pages 8 and 9 to find out where he's been.

**Where's
Andy?**

AMBULANCE

focus on
PRIDE

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Walking In Your Shoes

Watching our team heal patients is a privilege. When the patient is one of us, it's an honor.

Walk a mile in my shoes. We've all asked it of a friend or colleague, and I'm lucky enough to do it once a month as I round with one of our medical staff physicians. Each time, I learn something new about the physician as a person, about our organization, and about how we support each other.

But my most recent rounding experience was extra special, because I saw firsthand how our team heals one of our own. I shadowed John Castaldo, M.D., chief of neurology, at LVH-Cedar Crest, and I listened intently as he described his first patient of the day.

She was a woman in her early 60s with two children who worked here, he said. We know her as Lorraine Staruk, an administrative secretary in home care recently honored for 35 years of service. On Palm Sunday, Lorraine felt ill and uncharacteristically declined going to church. So her daughter, Cindi Ault, agreed to bring back palms.

When she and her sister, Denise Rex, returned, their mom was wandering and disoriented, with a high fever. An ambulance brought Lorraine to the LVH-Cedar Crest ED, where colleagues suspected a urinary tract infection and ordered a CT scan. That came back normal.

The next morning, Lorraine's symptoms persisted, and internist Steve Scott, M.D., suspected a brain infection. He consulted with Dr. Castaldo. I watched in awe as he assessed her physical condition, studied her symptoms and pulled all the pieces together to offer an accurate diagnosis and rapid treatment.

Lorraine's condition was very rare—only 2,000 people in the U.S. get it annually— and Dr. Castaldo knew how to handle it.

He prescribed the only known treatment—an antibiotic. The next day, she was alert and oriented. When we visited her and Dr. Castaldo introduced me, Lorraine said, "I already know him. He's a bigwig at the hospital." We laughed and I knew she'd be home again soon.

Today, Lorraine is back home, building her strength, eyeing a return to work and getting ready to resume some of her favorite things—playing with her four grandchildren and sprucing up her front lawn.

I asked Dr. Castaldo what would have happened if Lorraine went to a hospital that didn't have a neurologist on call or didn't have the type of neurology support we have here. He said she likely would've died.

During our rounds I was not only struck by Dr. Castaldo's acumen, but also the manner in which he involved every staff member on the team. He engaged the nurses, respiratory therapists and others in jointly updating each other on all patients' status. Furthermore, he discussed with every team member the signs, symptoms and concerns in the monitoring and care plan for each patient.

That outstanding teamwork continually impressed me. It clearly demonstrated how we combine our talents to deliver care that's second to none. You make it happen, and I thank you for that extra mile you walk for us—for all our patients, our colleagues, and especially Lorraine—every day.

Lou Liehaber, Chief Operating Officer

Empathy

Colleagues Share Their Secrets for Job Satisfaction...

Put people first, paper second.

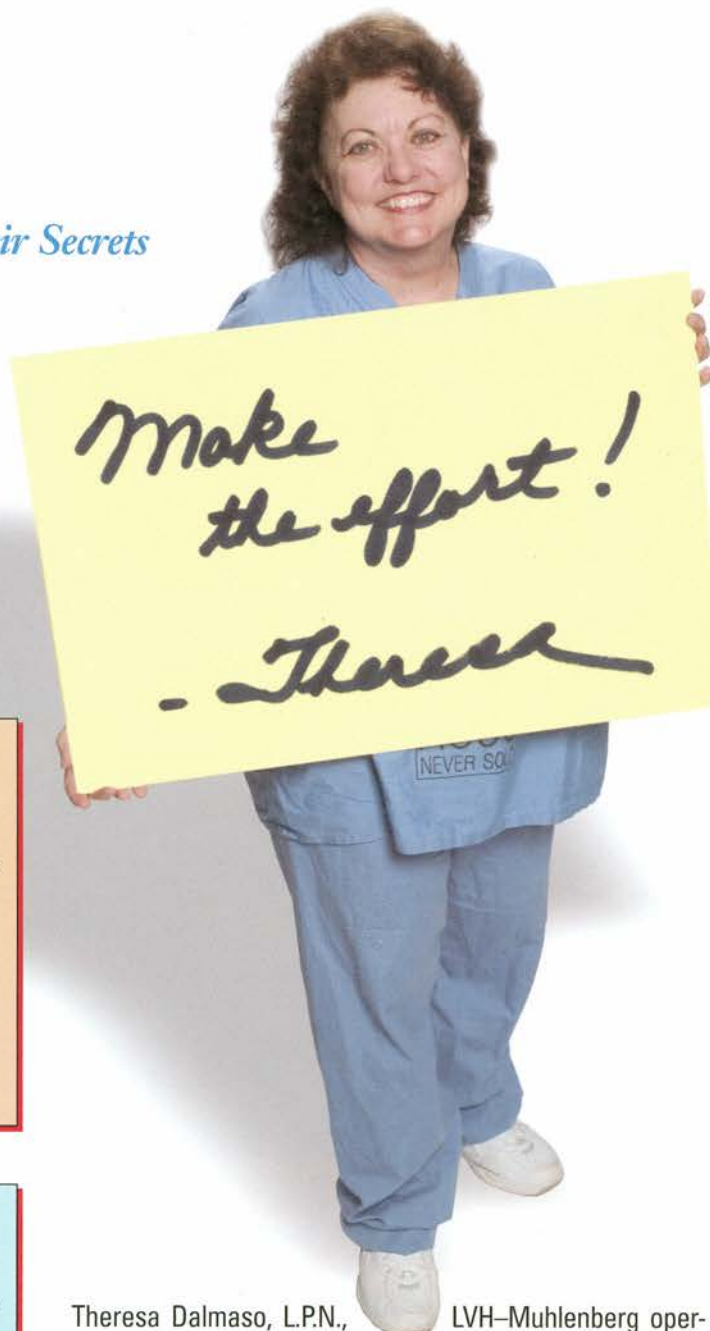
As the director of perioperative services at LVH-17th and Chew, Virginia Kovalovich says it's difficult to juggle six units and paperwork. But she has moved beyond her "open door policy" by spending equal time on all units. "People are my priority," she says. "I always get to the paperwork later."

Choose your attitude.

Biomedical engineering technician John Sokalsky frequently is called to repair medical equipment. In addition to his tools, he brings a positive and professional attitude. "We get beyond the complaint and work as a team in solving the problem," he says.

Hire GREAT colleagues.

"It's important they have the right skills and the right personality," says Lara Jordan, director of perioperative services at LVH-Muhlenberg. It shows when supervisors put the right people on the right bus seats, and when staff members work to benefit the department.



Theresa Dalmaso, L.P.N., LVH-Muhlenberg operating room, knows it takes effort to create a positive work environment. That's why she took the initiative to organize a luncheon, "Under the Sea," using blue crepe paper, fish photos, ocean music and sea-scented mist "just to break up the daily routine," she says. And now the themed luncheons are routine.

Employee satisfaction and morale have soared in the OR (it went up 20 points since the last survey). Your effort can pay off, too, using these tips from colleagues who molded their workplace and improved staff satisfaction...

Say, "thank you."

Paula Strollo, director of materials management at LVHHN, and her clinical engineering colleagues dip into their "reward and recognition boxes" for gum, candy bars and Blockbuster gift certificates to say, "thank you." "Employees also have asked me if they can take something from the box to thank a colleague," Strollo says.

Be persistent.

Patrick McCollian, biomedical engineering technician for clinical engineering, spent a year working with his supervisor to find a larger workspace at LVH-Muhlenberg. Finally, he was able to move from his cramped closet to a 700-square-foot room. "Instead of just saying we needed space, we presented why we needed space and made an effort to find it," he says.

Don't be afraid to ask.

When ambulatory surgical employees at LVH-Muhlenberg asked for an outdoor picnic table, a coffee maker and soda machine, they got them. "We share ideas in roundtable discussion with senior managers," says Nancy Schlener, administrative partner. "When we were concerned about slippery floors, we took steps to replace the floors."

Sally Gilotti

A Man of the Community

Mark Young, M.D., leaves a legacy of health and service

He served meals to arts festival volunteers, personally returned calls to his patients and mentored young researchers making their first scientific presentation. He answered “ask a doctor” questions at an inner-city soup kitchen, led reforms in local schools and attended shows featuring colleagues and friends.

To those who shared Allentown’s Moyer House with him, Mark Young, M.D., was far more than senior vice president for education and research. “He was always Mark; never Dr. Young,” says administrative coordinator Noreen Bachman. “He supported us like he supported the community—with vigor, enthusiasm and humor.”

Young, who died suddenly on April 24, lived for his adopted hometown of Allentown, where he served on school committees and championed health initiatives. Everything he did benefited the community in some way.

That community started inside Moyer House, where Young “once jokingly said that it was ‘MHWPM’—Moyer House Women Plus Mark,” recalls Lenore McGonigle, director of school health.

Bachman, who worked as Young’s secretary for six years, remembers the “Mark Young Penalty Fund.” “Any time he’d forget to have me change an appointment on his calendar, he’d hold himself accountable by fining himself a dollar,” she says. While those mistakes were few, he’d donate the money to an LVHHN community project, like Allentown’s Central Elementary School pediatric health center.

Young drew his own family into his work. His wife, pediatrician Ellen Bishop, M.D., worked at Central’s health center for two-and-a-half years, and his daughters, Erica and Suzanne, volunteered at Moyer House.

Young’s vision and guidance helped community projects thrive, including programs that help adults quit smoking, children stay fit and domestic violence victims find support and safety.

Young saw community as local and global. He supervised residents at the LVPG Internal Medicine practice at least once a month and regularly rounded with residents. He and his family traveled to Kenya in 1997 to support a new medical school, then

Steps to a Healthier Community *Mark Young, M.D., would never brag—so we will.*

Joined LVHHN as chair of community health and health studies.



1995

1996

1997



Named holder of the \$1.5 million Leonard Parker Pool endowed chair in community health and health studies, supporting numerous education and research programs.

Named first and only chair of the Department of Health Evaluation Sciences for the Penn State College of Medicine.

1999

Began MESH—Measurable Enhancement of the Status of Health—a unique community partnership giving all people, regardless of age, gender or social status, the tools to live healthier lives.



Continued to support the Central School Pediatric Health Center, which today offers comprehensive health services (including asthma management, immunizations and counseling) by LVHHN-provided professionals.





brought Kenyan medical students to LVHHN. "When I started here, he hosted me in his house and helped me find an apartment," says resident Marcellus Assiango, M.D., whom Young met on his trip to Kenya.

Young returned to Kenya earlier this year to study the devastating impact of AIDS on the Kenyan population and learn more about HIV medicine. He also studied with LVHHN's AIDS Activities Office, hoping to become certified in the specialty and enhance contributions to the worldwide AIDS epidemic.

Young sought opportunities to stretch himself—to go into areas outside his comfort level and learn—and encouraged colleagues to do the same. He avidly supported local arts as a board member and volunteer at Mayfair since 2001.

No matter how busy he was, Young always shared time and his trademark smile with colleagues. "Before meetings, he'd ask everyone what they did over the weekend," recalls Tom Wasser, director of health studies. "He was interested in his colleagues as people first." A man who enlivened and enriched the people and groups he loved so much, Young leaves a legacy of personal service. "His spirit will be a part of this community for years to come," says community health vice chair Judy Sabino.

Kyle Hardner

Here are some significant professional and community milestones shaped by his vision.

Championed fluoridation of Allentown's water supply to promote better dental health.

2000



Helped Northern Lehigh School District install fitness equipment and promote physical activity.

Co-chaired Allentown School District (ASD) empowerment team to plan their academic recovery; ASD is now positioned to come off the state's empowerment list.

2002



2001

Helped protect families from domestic abuse by establishing family violence screening, referrals and safety planning.

Honored with one of only two national VHA, Inc. Leadership Awards for improving community health.



2003

Named senior vice president of education and research, where he championed health care accessibility and quality improvement.





A Mother, a Nurse

When Sue Gardner almost lost her little girl, it propelled her into a nursing career. Today, she receives recognition for nurturing all kinds of cancer patients.

It's every parent's worst nightmare—holding a small, trusting hand and wondering if you'll see your little girl grow up.

In 26 years of cancer nursing, Sue Gardner, C.R.N.P., has held lots of hands. But it's her first patient who holds a special place in her heart. Gardner's daughter, Melissa, was just 5 years old when she held her tiny hand through chemotherapy, radiation treatments and hospitalizations 28 years ago.

Gardner was a kindergarten teacher with three small children when Melissa was struck with leukemia. After almost four years of treatment, their lives changed forever...and for the better. As Melissa went from "patient" to "survivor," her mother embarked on a new career path. "The nurses were my heroes," Gardner says. "They provided tremendous support and guided us through the unknowns of the treatment. I wanted to help people in that way, too."

So, Gardner went to nursing school, eventually earning a master's degree and oncology and nurse practitioner certifications. Today, Gardner is a nurse practitioner with Hematology-Oncology

Associates, and Melissa is now 33 and married with two daughters of her own. But like her mother, Melissa cares for so many—she, too, is a nurse, hoping to repay the compassion she received as a child and during later treatment for two brain tumors. "Melissa is my hero," Gardner says. "She's the reason I come to work every day."

Melissa may be her hero, but Gardner is a hero to her patients and colleagues—and is now recognized as Oncology Nurse of the Year by the Leukemia and Lymphoma Society's Greater Delaware Valley division. The judges unanimously chose her, citing personal relationships with patients and volunteer work in the community.

Cheryl Stauffer knows all too well the kind of support Gardner gives. A former LVHHN employee, Stauffer has suffered through three occurrences of leukemia since 1988. Now an employee of the Leukemia and Lymphoma Society, Stauffer nominated Gardner for the award. "Sue has been there with me all along, always with a box of tissues and a strong shoulder to lean on," she says.

But what's more important than celebrating this award, Gardner says, is celebrating every moment in life. "When I'm stuck in traffic or having a bad hair day, I realize it really doesn't matter," she says. "I tell people, 'Don't put off the phone call or visit or chance to do something nice for yourself or someone else.'"

Gardner lives by her words, celebrating her patients' milestone and her colleagues' achievements. "Maybe it's a birthday party or a fun dress-up day to be someone else for a while," Gardner says. "It can be tough day in and day out, which is why we relish fun and joy whenever we can. We depend on each other."

Erin Alderfer

Sue Gardner, C.R.N.P. (left), and her daughter, Melissa, survived the heartache of illness, and now help others.



...a Friend

Congratulations to our Friends of Nursing Award recipients

- 1 **Jackie Fenicle**
Burn Center, *Terry A. Capuano Clinical Leadership Award*
- 2 **Nicole Reimer**
7C, *Cancer Services Leadership Council Excellence in Cancer Care Award*
- 3 **Janice Ellex**
Emergency Department
George E. Moerkirk, M.D., Emergency Nursing Award
- 4 **Joanne Bodder**
Transitional Trauma Unit
Trauma Nursing Award
- 5 **Daniel Kelly**
Critical Care, *Joseph and Judith Kaminski Award for Excellence as a Float Nurse*
- 6 **Alicia Lanze**
Mother/Baby Unit
Medical Staff Administrative Partner Award
- 7 **Denise Torman**
Medical Surgical Unit
Medical Staff Administrative Partner Award
- 8 **Alyssa Byrd**
Inpatient Hospice Unit
Dr. Fred Fister Award for Excellence in Hospice Nursing
- 9 **Kathy Herron-Buttillo**
Emergency Department
Fleming Nursing Practice Award
- 10 **Wendy Hoppel**
Adolescent Psychiatry Unit
Award for Excellence as a Mental Health Technician
- 11 **Neonatal Intensive Care Unit**
Board of Associates
Award to Recognize a Unit/Department that Demonstrates a Commitment to Professional Excellence
- 12 **Delores Duffy**
Ambulatory Surgery Unit
Dr. & Mrs. Joseph Prorok Award for Excellence in Perioperative Nursing
- 13 **Melissa Derk**
7A, Neuroscience Unit
Dr. & Mrs. Donald Gaylor Medical-Surgical Nursing Award
- 14 **Melinda Scheirer**
Home Care
Helen Potts Licensed Practical Nurse Award
- 15 **Special Care Unit**
Robert M. Jaeger, M.D., & David A. Tilly, M.D., Award for Excellence in Neuroscience Nursing
- 16 **Kimberly Roth**
Pediatric Intensive Care Unit, *Alpine Medical Respiratory Service Award for Excellence in the Delivery of Respiratory Care*
- 17 **Jason Laskosky**
Pharmacy, *Eileen Serow Friends of Nursing Award in Infection Control*
- 18 **Karen Harrison**
Health Network Laboratories Blood Bank,
The Carver Award for Excellence as a Laboratorian
- 19 **4C, Medical Surgical Unit**
Lehigh Valley Health Network Board of Trustees Award to Recognize a Unit/Department that Exhibits Caring Behaviors
- 20 **Jeanette Mertz-Brown**
Gastrointestinal/Pulmonary Endoscopy Laboratory, *The William F. Ibrrie, Jr. & Elizabeth A. Ibrrie Digestive Sciences Award*
- 21 **Christine Escobales**
Reproductive, Endocrinology and Infertility
Lehigh Valley Physicians Group Award for Excellence in the Delivery of Ambulatory Care
- 22 **Craig Carvin**
Home Care, *Award for Excellence in the Delivery of Rehabilitation Services*
- 23 **Kim Yerger**
Home Care
Alma W. Holland Award for Excellence in Home Care Nursing
- 24 **Burn Recovery Center**
Josephine Ritz Nursing Award for Excellence in Patient/Family Teaching
- 25 **Maureen Smith**
Special Care Unit
Rose Trexler Award for Excellence as a Nurse Preceptor
- 26 **Patricia Parker**
LOVAR Study Program
Bette Cipolle Clinical Research Nursing Award
- 27 **Donna Hordendorf**
Mother/Baby Unit
Dr. & Mrs. Joseph Miller Award for Excellence in the Delivery of Obstetrical/Gynecologic Nursing Care
- 28 **Jennifer Cathell**
Pediatric Intensive Care Unit, *Pulmonary Associates Award for Excellence in Critical Care Nursing*
- 29 **Denise Bodish**
Adolescent Psychiatry Unit, *Psychiatric Nursing Award*
- 30 **Andy Hyduke**
Management Engineering
You've found Andy. Find him again on pages 8 and 9.
- 31 **Ruth Deturk**
Open Heart Unit
Mr. & Mrs. Abram Samuels Cardiovascular Award
- 32 **Letitia McNulty**
Pediatric Intensive Care Unit, *Fleming Nursing Caring Award*
- 33 **Jean Losagio**
Emergency Department
Fleming Nursing Caring Award
- 34 **Brenda Earley**
Pediatric Intensive Care Unit, *M.G. Asnani Award for Excellence in Pediatric Nursing*
- 35 **Jeffrey Yaffey**
Student at Cedar Crest College
John M. Eisenberg, M.D., Award for Excellence as a Student Nurse
- 36 **Dr. Larry Merkle**
Physician Friends of Nursing Award
- 37 **Georgette Beckett**
Transitional Open Heart Unit, *Medical Staff Support Partner Award*
- 38 **Dennis Cook**
4C, Medical Surgical Unit, *Medical Staff Support Partner Award*
- 39 **Janice Gerlach**
OR, *Medical Staff Certified Registered Nurse Anesthetist Award*
- 40 **Cindy Hoferica**
Case Management
Janine Fiesta Award for Excellence in the Promotion of Care
- 41 **Maxine Benedict**
Inpatient Hospice Unit
Medical Staff Technical Partner Award
- 42 **Colleen Koscovich**
7C, *Medical Staff Technical Partner Award*
- 43 **Sexual Assault Forensic Nurses**
Emergency Departments
Fleming Award to Recognize "The Search for Best Practice"
- 44 **Pediatric Ambulatory Surgical Unit**
Senior Management Council
Patient Satisfaction Award



You've Found

It's 1 p.m., and Andy Hyduke, clipboard in hand, is inside the LVH-Cedar Crest emergency department (ED) waiting room. There's an older woman with swollen hands, a child who stepped on a piece of glass, a teen-age boy gripping his stomach in pain.

Andy's eyes are fixed, following one patient, then another, then another, and monitoring how long each waits and how each is being treated.

Soon, a volunteer greets the waiting children. "Want to watch 'The Lion King'?" he asks. "Their faces lit up, and it was wonderful," says Hyduke, a management engineer. "But we didn't see that kind of interaction often enough."

Hyduke is among 19 colleagues (including nursing, care management, organizational development, information services, management engineering and the ED) who studied patients' experiences from the ED waiting room to the moment they were seen by a physician. They found that while clinical expertise is unmatched, opportunities exist for courtesy and efficiency.

So ED colleagues worked as a team to find improvements. Those initiatives began at the LVH-Cedar Crest ED on the busiest Monday in more than two years, and everyone rose to the occasion by seeing 155 patients while having no ambulance diversions and keeping wait times under an hour.

Kyle Hardner

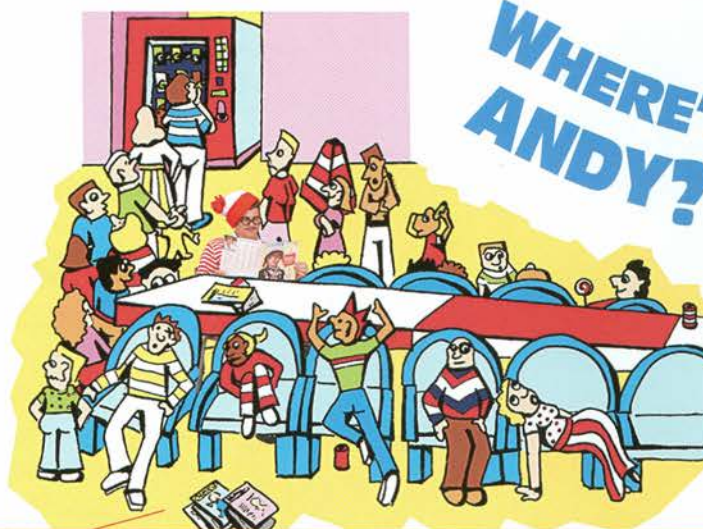
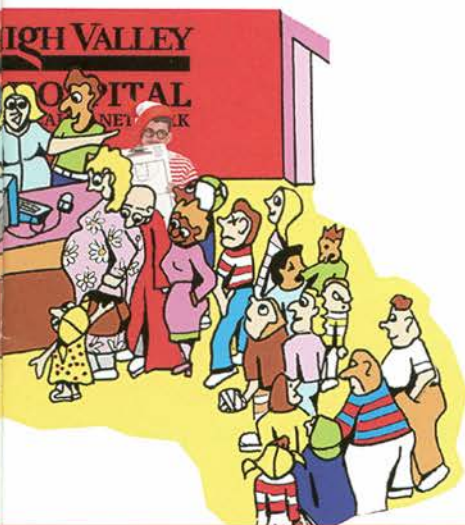


	In the TRIAGE ROOM	At REGISTRATION
WHAT Andy Saw	Patients spending an average of six minutes with a triage nurse, who takes basic information about condition.	Patients spending an additional six minutes giving their health insurance information to a registrar.
HOW the ED Responded	Shortened triage to 90 seconds with a "short form" including name, date of birth, chief complaint and vital signs.	Moved registration to the patient's bedside, reducing waiting room time and ensuring the patient sees a physician first.

Get the Stats. For the latest on the ED's improvements, visit the ED Intranet web site (www.lvh.com/stats) and read the STAT Sheet, the ED's weekly process improvement newsletter.

Andy!

He's in the ED, where wait times are shrinking and patients are receiving more courteous care



In the WAITING ROOM

- 1 Patients sitting in the waiting room for more than an hour.
 - 2 Very little interaction between waiting room patients and staff, regardless of wait time.
 - 3 A lack of security presence at an LVH-Cedar Crest ED that accommodates hundreds of people daily and is accessible to anyone.
-
- 1 Created alert levels (from 0 to 4) that communicate the ED's fullness. Level 2, for example, means all ED beds are full, and patient flow coordinators arrive to move patients to a nursing unit pronto. This opens a new ED bed for a waiting patient.
 - 2 Assigned triage nurses to answer requests ("Can I have a warm blanket?") and update patients about delays ("Two ambulances are bringing patients here and your wait might be a bit longer.").
 - 3 Provided workspace for increased security use to ensure a safe, comfortable environment.

Find Andy Again...and Again. How many times can you find

Andy in this *CheckUp*? Submit your answer on the Intranet (www.lvh.com) and you could win a "Where's Waldo?" book and other prizes.

Updating a Trusted Classic

Physicians like Joseph Habig, M.D., and Cindy Barter, M.D., show what's new with family medicine



Joseph Habig, M.D., cares for 7-year-old Clara Harris of Cherryville, her parents and her eight siblings, who range in age from 3 months to 15 years. "Dr. Habig is very patient and always listens," says Clara's mom, Janice. "He has a young family of his own and has become a friend of our family."

The New Yorker and *American Cheerleader* magazines in Joseph Habig's office waiting room speak volumes about his patients. The age gap between his youngest and oldest: 99 years.

That means Habig cares for entire families, something the 20-year M.D. mentions modestly. He remembers encouraging a patient to get checked for prostate cancer after his father, also Habig's patient, died of the disease. That test spared him the same fate.

While health care changes, the family doctor's role remains clear. "Patients need to see someone who knows their family," Habig says, "and someone who can connect them to resources."

But fewer people are pursuing family practice as a career, prompting the American Academy of Family Physicians (AAFP) to investigate. Researchers wondered: how effective is the name "family practice?" They found that while most people had a family physician, they didn't connect with "practice." (Some thought it involved family planning or doctors who were "just practicing.")

Those results spurred LVHHN to rename the former Department of Family Practice as the Department of Family Medicine, a word that embodies science, technology, credibility and professionalism. "People associate the word medicine with physician," says department chair William Miller, M.D.

The AAFP also outlined a new model for family medicine. This "new" doctor's office is a personal "medical home," where patients receive care, advice and resources. Physicians take time to know each patient and break down barriers to care like language differences or short office hours. They use the latest technology, like electronic medical records, and emphasize quality and safety.

There's also a team approach with patients, exemplified by HealthSpring in Bethlehem Township, where Cindy Barter, M.D., hosts group visits twice a month for women with heart disease risk factors (smoking, obesity, hypertension). Participants share tips on improving diets, losing weight and quitting smoking. "They learn from each other," says Barter, nationally recognized for her work in this area. "That enhances the education from your family physician."

For Habig, who practices with John Wolf, M.D., in Allentown, care extends to how an illness affects parents or siblings. The result: improving family dynamics. "When a family member is fatigued or stressed, I'll sometimes prescribe some time alone, window shopping at the mall or treating themselves to an ice cream," Habig says. "People need to be reminded to take time for themselves or they won't be good to the people counting on them."

Sally Gilotti and Kyle Hardner

The Unforgettable 'Veggie Guy'

*Kitchen staff remembers chef
TIMOTHY KRATZER*



Timothy Kratzer, a cook in the kitchen at LVH-Cedar Crest, recently passed away. His family says he enjoyed playing with his nephews, Max (pictured), now 5 years old, and Tyler, 4, and his niece, Emma, 2. They looked up to their uncle, demonstrated by the way they emulated him.

Before leaving for work

at LVHHN, Timothy Kratzer would idle his almond-colored PT Cruiser in front of his house, waiting for his mother to wave goodbye. He'd answer back with a wave and his winning smile. Before bedtime, Tim would go to his father's study and flash that same smile. "Goodnight, Dad," he'd say, shaking his hand.

It wasn't until Tim passed away in March that his parents discovered their son's daily rituals with each other. They also learned the warm smile of their 27-year-old touched his "second family" in the kitchen at LVH-Cedar Crest.

Tim, a cook, was quiet, but his enthusiasm was boisterous. He wore flashy chef pants with fish and hot peppers, and would use a big black marker to label containers in the refrigerator. "He had the biggest Sharpie I have ever seen," says executive chef Al Frey with a laugh. "Timmy was a fixture here."

Tim worked in the hospital kitchen for nine years—first on the sanitation crew and eventually as a cook. He was nicknamed the "veggie guy," since he could cut vegetables for hours. His

parents say they were thrilled Sodexo, the hospital's food service company, gave their son the opportunity to work here.

He was such a hard worker that his colleagues didn't even know about his challenges with cystic fibrosis, a genetic disease that affects the respiratory and digestive systems. "He didn't want people to think that was all he was about," says his mother, Kristea. Instead, people knew him as a Boy Scout, football fan, violinist, biker, camper, hiker and bonsai tree sculptor. "He always tried new things," says his father, Glenn Kratzer, M.D. "He didn't use his problem as an excuse."

Server Jason Andrayko says Tim was an admired pool player, a dancer and liked to shop at American Eagle. "I miss hanging out with him," he says. "It's hard to go to the mall by myself, you know."

And although he didn't work in a classroom, Tim was a teacher, says cook Victor Rosa, who spent lunch breaks playing cards with Tim when he was a patient on 7B. "He taught me it's nice to be important, but it's more important to be nice," Rosa says. "He will never go away from this kitchen. That's for sure."

Sally Gilotti

A Double Header

Human resource moms finish birth race with a tie



The Players: Mom Cheryl Pifer and baby Jorja Grace

Mom's and Baby's Age: 36 years and 4 months

Mom's position: Employee analyst

Game day: Feb. 6, 2004

Game time: 12:05 p.m.

Game room: 329

Experience: Three children

Motivation: Ring bologna and cheese

Challenges: Morning sickness

Coaches: Husband Jeff and Jyl Francis, R.N.

Trophy: Baby girl

Trophy weight: 7 pounds, 7 ounces

Trophy height: 19 inches

Ref Ernie Deeb said: "I'm going to give you another injection, and hopefully, it will work before the baby is born."



The Players: Mom Rhonda Beatty and baby Mary Margaret (Maggie)

Mom's and Baby's Age: 36 years and 4 months

Mom's position: Human resources consultant

Game day: Feb. 6, 2004

Game time: 1:11 p.m.

Game room: 323

Experience: Three children

Motivation: Chocolate

Challenges: Morning sickness

Coaches: Husband John, sister KrisAnn Denver, and friend Annette Beers

Trophy: Baby girl

Trophy weight: 7 pounds, 4 ounces

Trophy height: 19.5 inches

Ref Ernie Deeb said: "She's beautiful. We're going to take good care of her."



Team Stats





It was Feb. 6 and Rhonda Beatty was ready to give birth—but first, she would have a little surprise on her way back from the restroom. When she pulled back the curtain of what she thought was her room, she didn't see her husband's anxious face. She saw Cheryl Pifer—her friend and human resources colleague with whom she shared stories of morning sickness and food cravings. After realizing they would now share childbirth, they screamed so loud that a handful of nurses rushed to them. "It was like witnessing the Beatles," Beatty says.

Throughout their pregnancies, Beatty, HR consultant, and Pifer, employee analyst, exchanged words of support across their office hallway, known as "fertile alley." Their colleagues even created a \$25 pool to guess each baby's birth date, but no one predicted the girls would be born on the same day.

Although Beatty and Pifer's delivery rooms were at opposite ends, their nurse anesthetist, Ernie Deeb, kept them connected and laughing. Because of HIPPA, Deeb couldn't update them on each other's deliveries—so, he made it a race. "Your friend's beating you," he said to Beatty. "I can only tell you you're winning," he told Pifer.

He teased them about the convenience of giving birth during their office move to 1249 Cedar Crest Blvd. He even called Mary Kay Grim, HR senior vice president, to deliver the good news: two beautiful baby girls. "It was so special," Pifer says.

Having a daughter was extra special for Beatty, who recently lost her 8-year-old son, Sean, to leukemia. Sean told his mom she would have a girl, "our angel," Beatty says.

Today, in their new workplace, the women are at opposite ends of the office. "But," Beatty says, "we'll always find a way to celebrate our daughters' birthdays together."

Sally Gilotti



Moving beyond the Blame

A task force works to change attitudes about reporting medication mishaps—and that means a safer environment for patients

Mary Jean Potlycki, R.N., patient care specialist, uses a mobile computer to scan the bar code on medications. The system ensures that the right patient is getting the right medication, and is one reason LVHVN is recognized nationally for quality care.

Paxil and Prozac—they look alike, they sound alike, they're both prescribed to treat depression and sometimes in the same dosages. Even pharmacists sometimes can confuse them—and if they would, people could have an allergic reaction. "So, they have warning labels and are stored in separate areas of the pharmacies," says pharmacist Ann Wotring.

Although precautions always are taken, there were some close calls in the department that dispenses 4.5 million doses of medications a year. Fortunately, Wotring says, they were discovered before the wrong medications reached patients. But the close calls are not swept under a rug. They are reported, and changes are made to avoid errors. "If we don't report, we won't know there's a problem, and we can't change processes," says pharmacy services administrator Fred Pane.

This is the foundation of the Non-Punitive Task Force, which formed a little more than two years ago to encourage staff hospital-wide to report medication errors and close calls. However, a survey indicated they first had to create a positive environment for staff to report errors, and in October 2002, LVHVN adopted a non-punitive patient safety policy that emphasizes education, rather than blame. "If there's a fear of termination or reprimand, then people will be afraid to report a problem," says Pane, a task force member.

If a close call occurs, staff fills out a patient safety event report. The supervisor reviews the form and investigates the error. Based on his or her findings, the supervisor may ask the employee to review a policy, review equipment or receive one-on-one education with a manager, says Mary Jean Potlycki, R.N., patient care specialist, LVH-Cedar

Crest float pool and task force co-chair. Disciplinary action is taken only if the error is not reported within 24 hours, false information is provided, the error involves malicious behavior or education does not improve the employee's performance.

This approach is another way to raise the bar of care that already has been nationally recognized for quality, Pane says. Those quality measures—including computer-assisted physician order entry (CAPOE), a video that educates patients to become more involved in their safety, medication bar coding and a computer system that tracks patients' medications—all contributed to a 2003 Cheers Award from the Institute for Safe Medication Practices.

"Patient safety is everybody's responsibility," Potlycki says. "By educating our staff, the patient gets the best possible care."

Sally Gilotti

Look for the survey in September. The Non-Punitive Task Force wants to know if the system has been working and how staff feels about reporting errors.

SERVICE STAR of the MONTH

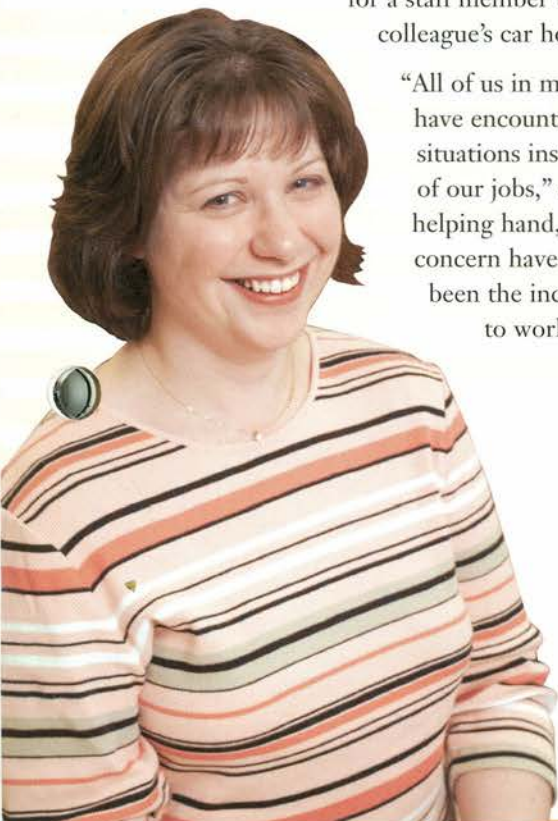
If Resa Herr had a theme song, it would be the Rembrandts' "I'll Be There For You" from the show "Friends". Herr, medical records manager in home care and hospice, has been there for her colleagues, day in and day out.

"When things need picking up, she is there to offer advice and lend a helping hand," says Diane Fink, director of medical records, home care and hospice. "She is open to hearing everyone's concerns and suggestions to improve the department."

When a colleague became sick while at work and had to be rushed to the emergency room, Herr met her in the emergency room and stayed with the colleague until she was admitted. She also made arrangements for a staff member to take the colleague's car home.

"All of us in medical records have encountered challenging situations inside and outside of our jobs," says Fink. "Herr's helping hand, compassion and concern have lifted us up and been the incentive to come to work every morning."

Joe Candio



Resa Herr, medical records manager, home care and hospice

SERVICE STAR

Congratulations to Award Nominees

Vicki Girodo, R.N., LVH-Cedar Crest, 4C

Nominated by the reward and recognition committee

Tina Kerchner, R.N., LVH-Cedar Crest, 7C

Nominated by Barbara Weidman, R.N., case manager

Margaret Stoudt, R.N., and Margaret Notaro, R.N.

Nominated by Patricia Linkhorst, R.N., PICU, and Dorothy McGinley, R.N., PACU

Darlene Rompilla, technical partner, LVH-Cedar Crest PICU

Nominated by Suzanne Puentes, R.N., PICU

To nominate a star, go to e-mail's bulletin board at **Forms_rewards**.

Right click to "use form."



Patricia Seier, patient account representative

WORKING WONDERS

What's cooler than cherry Italian ice on a sticky, hot day in June? Coming home to central air conditioning. That's what Patricia Seier looks forward to this summer, thanks to her Working Wonder's idea that awarded her \$4,500.

Seier, a patient account representative, is the plan biller for Mercy Health, which is a medical assistance managed care company. She noticed that LVHHN does not receive payment from Mercy when its patients are transported by MedEvac.

"I thought I would get a couple of hundred dollars for this Working Wonder," Seier says. I almost fell over when I heard how much I'd be getting."

Seier's idea has the potential to generate \$100,000 in additional revenue, which would earn her an extra \$5,000. Her brainstorming has certainly paid off—she has submitted six ideas to the Working Wonders program. Some are pending, some were denied, but the big one has been approved.

Joe Candio



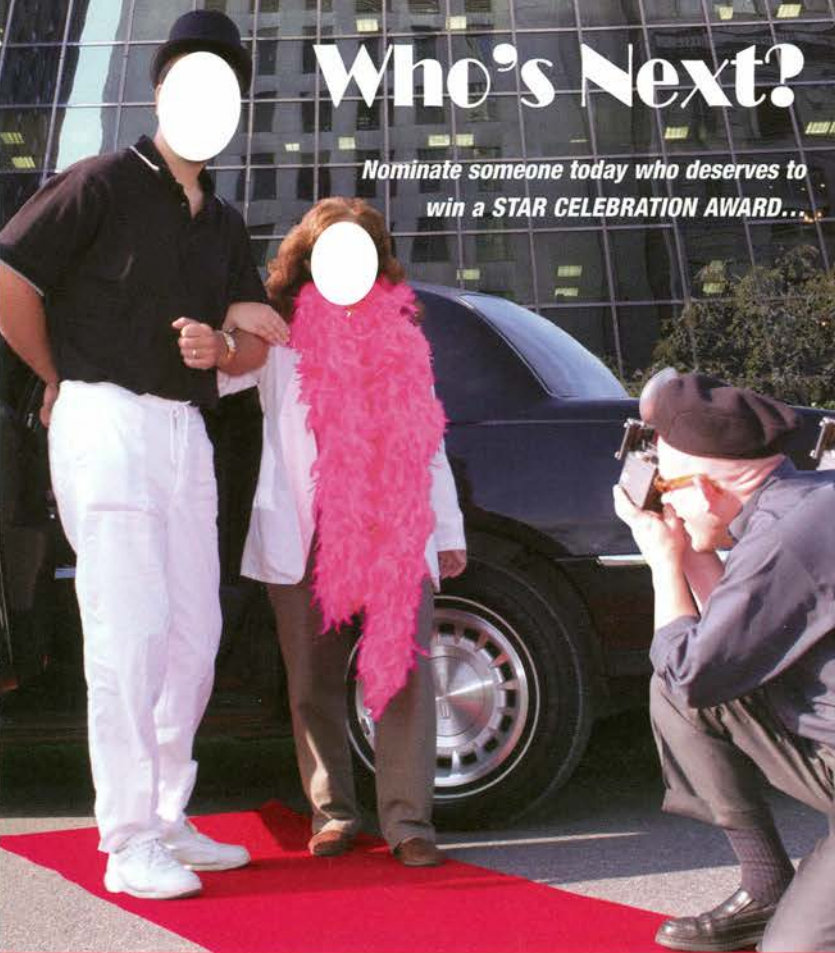
How It Adds Up

IDEA	Renegotiate the Mercy Health Plan so that LVHHN receives revenues for MedEvac
BY	Patricia Seier, patient account representative
ESTIMATED ANNUAL REVENUE	\$90,800
AWARD AMOUNT	\$4,500

Submit an idea via e-mail's bulletin board at **Forms_LVH** or by clicking "Working Wonders submission form" on the intranet (www.lvh.com).

Who's Next?

Nominate someone today who deserves to win a STAR CELEBRATION AWARD...



and this could be your colleague's chance to be in the limelight on Friday, Oct. 22!

Nominate your colleagues for any of these awards:

Community Service Employee or group of employees who demonstrates exceptional service through a program or action that benefits our community.

George Guldin Employee who best exhibits exceptional contributions toward new or more efficient work practice.

Most Creative Reward and Recognition Program

Department that developed the most innovative reward and recognition program.

Physician Service Star Physician who consistently demonstrates exceptional customer service.

Walking on Water Employee who "goes the extra 10,000 miles" to meet the need of a fellow human being.

Nominations are due no later than Sept. 15.

Go to /LVH_list and fill out a nomination form today. Nominees must be an employee for at least one year and consistently demonstrate PRIDE.

JUNE 3

Zoppini Italian Charms

Thu., June 3

9 a.m. - 4 p.m. Outside LVH-Muhlenberg Cafeteria
Mix and match charms with these Italian bracelets.
For more information, contact Beth Mavis at 484-884-2299.

JUNE 3

Dealing With Difficult People (NEW!)

Thu., June 3

9 - 10:30 a.m.
Learn what makes difficult people "tick" and how you can develop immunity from the effects of difficult behavior. Understand the sources and rewards of difficult behavior and gain new options for dealing with difficult situations.
For workshop details, contact Preferred EAP at 610-433-8550.

JUNE 5

Spirit of Women Ride for Cancer

Sat., June 5

9 a.m. - 1 p.m. Lehigh Valley Velodrome
A fun bike ride for women and men of all fitness levels. Proceeds benefit women's cancer programs at the John and Dorothy Morgan Cancer Center. For information, call 610-402-CARE.

JUNE 5

Kids' Health and Safety Day

Sat., June 5

10 a.m. - 2 p.m. Lower Macungie Township Community Center
Fun and games for children that focus on health and safety.
For information, call 610-402-CARE.

JUNE 9

Sterling Silver Sale

Wed., June 9

8 a.m. - 4 p.m. LVH-Muhlenberg's Visitor's Lobby
Purchase inexpensive sterling silver necklaces and rings. Proceeds benefit the LVH-Auxiliary.
For more information, contact Beth Mavis at 484-884-2299.

JUNE 9

Where to Step In: Part 1 EAP Training for Managers and Supervisors

Wed., June 9

9 - 11 a.m.
Participants learn the components of an EAP and how to use the EAP as a management tool. Issues regarding managing a difficult employee are discussed.
For workshop details, contact Preferred EAP at 610-433-8550.

JUNE 10

Valley Preferred's Lunch, Learn and Save

Thu., June 10

11 a.m. - 2 p.m. LVH-Cedar Crest Classrooms 1 and 2
Physicians and office managers are encouraged to attend a complimentary lunch, win prizes, meet preferred vendors, learn about new benefit options and ask questions about special offers for Valley Preferred providers. Registration is required.
For details, contact Lori Tucker at 610-402-7037.

JUNE 12

Health Fair Health Center at Bethlehem Township

Sat., June 12

1 - 4 p.m.
Take advantage of FREE health screenings and information. There will be fun for both children and adults.
For more information, call 610-402-CARE.

JUNE 19

2nd Annual Fire and Police and Public Works Appreciation Day

Sat., June 19

noon - 3 p.m. Hanover Township
A community celebration and health fair featuring health education about heart health and stroke prevention.
For more information, call 610-402-CARE.

Happening at LVHHN

**JUNE
22**

Facilitation Workshop

8 a.m. - 4:30 p.m.

Learn how to become an effective leader and facilitator.

E-mail gwen.rosser@lvh.com to register.

Tue., June 22

LVH-Muhlenberg

**JUNE
24**

Humor in the Workplace

10:30 a.m.

Learn how to use humor appropriately and avoid becoming a "terminal professional."

For workshop details, please contact Preferred EAP at 610-433-8550.

Thu., June 24

LVH-Muhlenberg

**JUNE
26 & 27**

Borinquenfest ~ Puerto Rican Festival

Sat. & Sun., June 26 & 27

noon - 4 p.m.

Hill to Hill Bridge, Bethlehem

Take part in a festive cultural event that will focus on healthy lifestyles for adults and children.

For more information, call 610-402-CARE.

**Starts
JULY 6**

Weight Watchers at Work

LVH-Cedar Crest, Classroom 1

Tuesdays, starts July 6 • 11:15 a.m. - noon

LVH-Cedar Crest, Auditorium

Tuesdays, starts July 6 • 4:45 - 5:30 p.m.

LVH-17th and Chew Thursdays, starts July 8 • 11 - 11:45 a.m.

2166 S. 12th Street Thursdays, starts July 15 • 11 - 11:45 a.m.

LVH-Muhlenberg Mondays, starts July 19 • 11 - 11:45 a.m.

Payment of \$89 (payable by check or cash) is reimbursable through Choice Plus. Send check with registration form (located on **LVH List bulletin board**) to Lehigh Valley Hospital, Healthy You Programs, 3401 Fish Hatchery Rd., Allentown, Pa. 18103 (or interoffice). Indicate which session you plan to attend.

Register by June 28. To register, call 610-402-5700.

**HOLD THESE
DATES!**

Employee Picnic

noon - 5 p.m.

Sun., Sept. 12

Bushkill Park, Easton

Rides, games, food, clowns, music and special guests await you. Bring the family and enjoy the camaraderie of your friends and colleagues. For information, contact Gail Pitsko at 610-402-3178.

Cruisin' Alaska

Fri., Aug. 27 - Tue., Sept. 7

Tour the Northbound Glaciers on this seven-night cruise with a four-night land tour.

For more information, contact Pamela Robson at 610-402-2266.

Let's Do Disney

Sat., Oct. 9 - 16

Take some time off and enjoy Disney World with the LVHHN Recreation Committee.

For information, contact Sharon Bartz at 610-402-9008.

Meet LVHHN's New PHYSICIANS



Kamna Malhotra, M.D.

DEPARTMENT

Psychiatry

PRACTICE

Solo

EDUCATION

Lady Hardinge Medical College

RESIDENCY

SUNY Upstate Medical University



Michelle McCarroll, D.P.M.

DEPARTMENT

Surgery

DIVISION

Podiatric Surgery

PRACTICE

Allentown Family Foot Care

EDUCATION

University of Massachusetts; Temple University School of Podiatric Medicine

RESIDENCY

Allentown Osteopathic Medical Center



Cynthia Martin, D.O.

DEPARTMENT

Family Medicine

PRACTICE

Macungie Medical Group

EDUCATION

Grove City College; Ohio University College of Osteopathic Medicine

RESIDENCY

University of Medicine and Dentistry of New Jersey



Andy Hyduke

DEPARTMENT

Management Engineering

PRACTICE

OK, no, he's not a doctor!

NOW WHAT?

If you found him, submit your answer on the intranet at www.lvh.com for a chance to win a "Where's Waldo?" book and other prizes.

1 SOLD to the highest bidder

Auctioneer Chris Purcell of Ross Gallery kept the bidding lively at the 17th annual Professional Nurse Council Art Auction. The auction brought in \$32,000 to support attendance at local and regional conferences, and nursing education and research. The Council thanks all the "gems" who supported the Diamonds and Pearls-themed auction through sponsorships, purchases and attendance.



2 Outstanding!

Mark Gutekunst, R.N., has been named Outstanding Young Health Care Professional for 2003 by the Bethlehem Area Jaycees. Gutekunst has cared for patients for 18 years, first as an emergency medical technician and then as an R.N. in the LVH-Muhlenberg emergency department since 1999. Gutekunst was recognized in part for his work on MI Alert, a nationally recognized program that opens a heart attack patient's blockage in 90 minutes.



3 LVHNN Recruiting Young

Raheem Ansari (right), a William Allen High School sophomore, took part in the April 22 program, Take Your Child to Work. He accompanied his mother, float pool technical partner Monica Gonzalez (left). Together they learned the function of the EEG machine, which measures brain waves, from neurology technician Lorraine Erney (center).

4 Tops in Stroke Care

When Dorothy Leiderman's left hand and leg suddenly went numb, the 72-year-old Palmer Township woman knew just what to do. "Get me two (aspirin) and call 911," she said. And she knew where she wanted treatment. "I'm not going anywhere but LVH," she told paramedic Keith Lorenz (left) and emergency medical technician David Seip. Leiderman, who was diagnosed with a stroke and treated with the clot-busting drug tPa, recognizes LVHNN's dedication to stroke care, and so does the Joint Commission on Accreditation of Healthcare Organizations (JCAHO). It named LVHNN one of just 14 national Primary Stroke Centers, and cited the stroke rapid response team and full-time neurologist coverage as hallmarks of LVHNN's stroke care.

5 Walking for MS...and Harley

With Harley, her Siberian husky, at her side, LVHNN web communications senior producer Kathryn Armstrong joined about 100 colleagues and patients from LVHNN and the MS Center of the Lehigh Valley in last month's multiple sclerosis (MS) walk. The team raised more than \$10,000 to support research into new MS treatments. Harley is Armstrong's personal inspiration—he encourages her to walk every day to keep her strong in her own fight against MS.



6 "Speak out," says AMA president

Pennsylvania has passed a number of laws to aid physicians with high malpractice insurance costs. But state lawmakers should also consider putting caps on noneconomic damages and restricting attorneys' contingency fees, says Donald J. Palmisano, M.D., president of the American Medical Association. Palmisano spoke to about 100 physicians and staff during the annual Stahler-Rex Lecture, encouraging them to write letters to legislators about high malpractice insurance costs. "Medicine is in shock," he says. "We need to stabilize the environment." Palmisano, of New Orleans, is a general and vascular surgeon in private practice and has been the AMA president since June 2003.

7 Healing the Children

LVHNN surgeons and nurses recently volunteered to travel to Thailand, where they performed eye and plastic surgeries, including cleft lip, cleft and burn surgeries, for about 100 children. The trip, headed by plastic surgeon Raj Chowdary, M.D., was sponsored by Healing the Children, an organization that provides free health care for children in poor countries. This was his second trip to Thailand with the organization. In her trip journal, Mary-Jo Kolde, R.N., recalls a 7-year-old boy who had a large burn on his foot and couldn't wear shoes; the team saved all five of his toes. On the trip were (pictured in back row, left to right) Elizabeth Abrams, C.R.N.A., Anne Brown, R.N., resident Johnny Chung, M.D., Chowdary, Cindy McElwain, R.N., Dana Robinson, R.N., Ruth Chaplis, R.N.; (front row, left to right with patients and a grandmother) Kolde, Evelyn Ochar, C.R.N.A., and Chris Landis, R.N.



Muhlenberg

It's Her Room, Too

She toured the proposed layout of the new LVH–Muhlenberg medical-surgical patient rooms and made suggestions. Now, Theresa Beleno, technical partner on 3 South, sees the results of her work—and that of her many colleagues—who also offered suggestions—inside this room. It looks exactly like the patient rooms will when construction on the seven-story expansion is completed. The rooms are larger and private, allowing plenty of space for visiting family members and for medical equipment.



Happy Anniversary! JUNE 2004



Celebrating 35 years!

Janice Kiefer, R.N.

Employee health services

Most Memorable Moment Here

Working with the late Dr. Takeo Yamashita in the LVH-17th and Chew emergency department. Dr. Yamashita was a very respected surgeon who had worked at Allentown Hospital when I was a nursing student. He was loved by his patients and also by the staff.

Other Units Where I Worked

ED and the old west ground north at LVH-17th and Chew

My Inspiration at LVHHN

Seeing the network grow from a single hospital (when I was a student nurse) to a large network that has become the largest employer in the Lehigh Valley.

Favorite Pastime

Shopping

Favorite Cafeteria Food

Pudding parfait and taco salad

35 YEARS

Janice Kiefer
Employee Health Service

30 YEARS

Lynn Cloak
GICU

Judith Demchuk
Special Procedure

Scott Dornblaser
Biomedical Photography

Georgine Fontaine
Emergency Department

Lillian Higgins
Emergency Service-CC

Rosemary Noctor
Obstetrics

Charlene Wilson
7A-Neuroscience Unit

25 YEARS

Bonnie Brobst
Transitional Skill Unit

Elizabeth Egan
TNICU

Janice Gerlach
LVAS, LVH-Cedar Crest

Barbara Grosch
Neonatal ICU

Cheryl Hartman
Employee Health Service

Cynthia Klingaman
Obstetrics

Colleen Kuebler
Home Care

Michelle Kunkle
Medical Records
Transcription

Denise Laub
TNICU

Michael Mauser
Plant Engineering

Debra McGeehin
Helwig Diabetes

Susan Mohr
ASU-PACU/OR

Susan Reiger
7B Medical/Surgical Unit

Kathryn Rosenberger
7B Medical/Surgical Unit

Marie Smith
Endoscopy-G.I. Lab

Lori Snyder
GICU

Cindy Stauffer
Breast Health Services
Administration

Susan Verhauz
ASU-PACU/OR

Shirley Wagner
Home Care-Skilled
Nursing

20 YEARS

Elizabeth Clewell
Patient Care Services-3S

Sofia Danko
Acute Coronary
Care Unit

Patricia Davis
Breast Health Services

Jane Dolin
Enterostomal Therapy

Theresa Engelhardt
Nursing Float Pool

Delia Fink
Pediatric Unit

Deborah Fry
Infection Control

Janet Haines
Endoscopy-G.I. Lab

Beth Hofstetter
Operating Room

MaryEllen Howell
Nuclear Medicine

Kathleen Klokis
Pre-op Staging

Stephanie Lacko
Radiology-Diagnostic 17th

Marjorie Lavin
Nursing Administration

Debra Leaswitch
Transitional Skill Unit

Susan Newhard
Progressive Coronary
Care Unit

Cherie Raub
Neonatal ICU

Wendy Reiss
Operating Room

Dorene Shannon
Endoscopy-G.I. Lab

Dawn Smith
Progressive Coronary
Care Unit

Judy Strawdinger
GICU

Holly Tavianini
7A-Neuroscience Unit

Karen Toback
College Heights OB/GYN

Debra Torcivia
MedEvac

Ann Trembler
Pain Management

Patricia White
Development

Patricia Wilson
Nurse Staffing Office

10 YEARS

James Burke
Office of CCO

Shirley Giansante
Adolescent Psych Unit

Patricia Gordy
Muhlenberg
Behavioral Health

Brenda Kelly
GYN Reproductive
Endocrinology

Sharon Maitiski
Hospice Unit

Tracy Zapach
Home Care-
Occupational Therapy

5 YEARS

Heather Adams
OB Maternal Fetal
Medicine

Wilbur Albright
Pastoral Care

Michael Bain
PGME-Surgery

Stephanie Baker
Emergency Dept
Registration

Rosalia Campos
Operating Room

Patricia Cataldo
Perinatal Telemedicine

Melissa Derk
7A-Neuroscience Unit

Kristin Friel
College Heights OB/GYN

Erin Gallagher
Heart Station

Cristina Guerra
PGME-Surgery

Joanne Haas
Case Management

Christina Herrmann
Cntr Critical Care
Float Pool

Kevin Higgins
Ultrasound

Jerold Hostetter
Outpatient Pediatrics

Huey Huynh
IVF Lab

Deborah Kane
Cancer Center-Payroll

Matthew Karpowicz
TNICU

Keith Kreitz
PGME-Surgery

Amber Lynch
TNICU

Rebecca Major
Pastoral Care

Victoria McCloskey
Hamburg Family
Practice Center

Mark McIntosh
Operating Room

Theresa Michalik
Volunteers

Bonita Miller
LVPBS-G & A

Matthew Miller
PGME-Surgery

Penny Molnar
Breast Center/
General Surgery

Bobbi Mundy
Diagnostic Care Center

Paula Munjone
LVPBS-Hematology
Oncology

Dianne Niebell
Breast Center/
General Surgery

Thomas Reimer
Pastoral Care

Kimberly Reinart
Labor & Delivery

Deborah Rowland
ER Billing

Ruth Sassaman
Hamburg Family
Practice Center

Krystal Shaffer
LVPG Collections

Gina Sierzega
Dept. of Emergency
Medicine

David Smith
Pastoral Care

Cheryl Stokes
Burn Unit

Anna Varghese
Transitional
Trauma Unit

Dianne Wilson
Operating Room

Debra Wismer
Claims Adjudication

Intranet: www.lvh.com • Internet: www.lvh.org

*15-year anniversaries will be recognized next month.

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Susan Hoffman

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